



Hello Neighbor!

We have learned of a proposed extended stay, mid-market hotel development to be constructed in the small parcel immediately south of LUMA, at 1130 S. Hope St. This project will be a 175 'tall, 61,000+ square foot hotel with automated parking. The hotel would provide a blank wall just 20 'away facing all of our southern units, with an outdoor rooftop lounge for hotel guests. The hotel guests, employees and service vehicles would share our alley access. A loading dock is proposed where our trash trucks and moving trucks currently load and unload.

The LUMA Board opposes this project on the grounds that it is incompatible with the vision for the South Park neighborhood and its erosive impact on our quality of life. An attorney has been hired to assist us in our efforts. Please review the attached materials for additional information.

We are seeking 100 signatures from LUMA, ELLEVEN and EVO residents and owners on the attached petition to our Councilmember to request that the developer be required to complete a full Environmental Impact Report (EIR). This will allow us to perform further due diligence and delay the approval process in order to make our case to city officials

Here is how you can help:

1. Sign and return the attached petition to the front desk or send it electronically.
 - Remember, together we represent the largest block of residences and voters in Councilmember Kevin De Leon's district.
 - If you like, you can respond electronically by clicking the 'send email' button at the bottom of the petition, it will be sent directly to Councilmember Kevin De Leon and his Chief of Staff. Please note you'll have to be on a computer with Adobe reader installed.
2. Join the growing group of project opponents. Reach out to your building management for contact info for the groups who are already actively working to oppose the project. You may write to Patti Gagan (Luma #801 pattigagan571@gmail.com) to be added to our email list for news about upcoming meetings.
3. Reach out directly to decision makers to express your opposition to this project. Sample letters written by your neighbors can be supplied.
Councilmember Kevin De Leon – councilmember.kevindeleon@lacity.org and shaylee.papadakis@lacity.org
LA Dept. of City Planning – yi.lu@lacity.org
Downtown LA Neighborhood Council (DLANC) – patti.berman@dlanc.com
South Park Business Improvement District (SP-BID) – ellen@southpark.la and josh@southpark.la

Sincerely,

Peter Toumasis, President
LUMA Board of Directors

*Luma Homeowners Association
Professionally Managed by Action Property Management, Inc.
1100 S. Hope Street, Los Angeles, CA 90015
(213) 742-0387 – (213) 742-0664 fax
www.lumahoa.com*